

EVENT SELECTION  
DATA SHEET

DATE: November 7, 1984

CITY/STATE: Philadelphia, PA POPULATION: \_\_\_\_\_  
FESTIVAL: Harbour Festival  
LOCATION: Penn's Landing  
DATES: July (tentative) ATTENDANCE: 100 M  
CONTACT NAME: Karen Love TITLE: Coordinator  
ORGANIZATION: Penn's Landing (Non-profit Company)  
PHONE: 215-923-8181  
FESTIVAL ACTIVITIES: Historic ships, music, food  
\_\_\_\_\_

PREVIOUS SPONSORS:(partial) Kool Cigarettes, Cointreau, 7-Up

CURRENT SPONSORS: No one has contracted for '85

1985 BUDGET: \_\_\_\_\_  
CLIENT TO SPONSOR FIREWORKS: Yes  
CLIENT TO SAMPLE: Yes  
CLIENT ALLOWED BOOTH FOR GIVEAWAYS: Yes  
ENTRY TICKETS NUMBERED: free  
CLIENT ALLOWED SIGNAGE: Yes  
\_\_\_\_\_

ORGANIZATION TO HANDLE ALL P.R. AND MEDIA-RELATED ADVERTISEMENTS  
(POSTERS, PROGRAM, RADIO, TV, ETC.): Yes  
\_\_\_\_\_

IF ENTRY FEE REQUIRED, CLIENT ALLOWED 100 FREE TICKETS: No fee

HOW MANY LOCAL TV STATIONS: 3 RADIO: \_\_\_\_\_ NEWSPAPERS: 2

ADDITIONAL INFORMATION:  
\_\_\_\_\_  
\_\_\_\_\_

ATTACHMENT yes

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